

[English Translation]

RE-EXAMINATION REPORT

Mailing Date	July 8, 2009
Application No.	10-2005-7025449
Trial No.	2008WON8878
Title of Invention	Serving advertisements using a search of advertiser web information
Applicant	GOOGLE, INC.
Attorneys	Hoon Chang, et al.

Please note that, upon re-examination of the present application, the final rejection has been maintained for the following reasons:

[Reason for maintaining the original decision]

It is not deemed that the reason for rejection in the Notice of Preliminary Rejection dated May 30, 2008, that the inventions in claims 3, 12, 21 and 30 of the present application are not clearly described has been resolved. Thus, the original decision as to this application is maintained.

Article 42(4)-ii of the Korean Patent Law: Claims 3, 12, 21 and 30

- Below -

Upon re-examination with regard to the Notice of Final Rejection dated May 30, 2008, an Amendment was submitted on September 2, 2008. However, due to a newly raised reason for rejection (Articles 42(4)-ii and 29(2) of the Korean Patent Law) inherent in the original specification, another Notice of Preliminary Rejection was issued on November 25, 2008, and thereto the Argument and Amendment were submitted on March 25, 2009.

Upon re-examining the subject case based on the Argument and Amendment of March 25, 2009, the applicant re-added in the Amendment dated March 25, 2009, claims 3, 12, 21 and 30, which had been deleted by the

Amendment dated September 2, 2008. Therefore, as described in the reason for the Notice of Final Rejection dated May 30, 2008,

- (1) while claims 3 and 21 describe "pair", it is unclear what is meant by this description, and what the pair constitutes, and thus, the invention is not clearly described; and
- (2) while claim 12 describes "crawling, in accordance with a policy", and claim 30 describes "a crawler for crawling, in accordance with a policy", the meaning of the policy is abstract, and the concrete scope for which protection is sought is not specifiable, and thus, the invention is not clearly described.

Accordingly, it is not deemed that the reason for rejection in the Notice of Preliminary Rejection dated May 30, 2008, that the inventions in claims 3, 12, 21 and 30 of the present application are not clearly described has been resolved, and therefore, the original decision as to this application is maintained.

See the Notice of Final Rejection dated May 30, 2008, and the Notice of Preliminary Rejection dated November 25, 2008.

#### Note

Due to the Amendment dated March 25, 2009, the following reasons for rejection are newly raised:

- (1) While claim 15 of the present application describes "the identified advertiser web pages", there is no antecedent basis for the "identified advertiser web pages", and thus, the referent is unclear, and the invention is not clearly described.
- (2) As claim 32 refers to the deleted claim 7, the description is unclear, and the invention is not clearly described.

July 8, 2009

Examiner: Yeo-Min YOON